



KSHB-TV

ORDER

Flight Dates **08/03/12-08/07/12**

Contract / Revision **306836 / 8/3 -8/7**

Original Date / Revision
08/02/12 08/02/12

Advertiser **Schoeller / Republican / Sec**
5200 SW 30th Street
Davenport, IA 52802

Agency **Victory Enterprises**

Buying Contact
5200 SW 30th Street
Davenport, IA 52802

Product
Agency Com 15%
Billing Contact

Sales Office KSHBN
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate #
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar CALENDAR
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-3
Advertiser Ref

Primary Account Executive
Mike Wang

Account Executive	Order%	Start Date	End Date
Mike Wang	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	17	\$12,920.00	\$15,200.00	0.00	08/01/12	08/07/12	17	\$12,920.00	\$15,200.00
Totals	17	\$12,920.00	\$15,200.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	08/03/12	08/07/12	OLY M-F 6a-9a Olympic Weekday Morning	CM	6a-9a	MT--F--	:30	2	\$500.00	P-2	0.00 NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/30/12	08/05/12	----F--		2			\$500.00			0.00		
Week:		08/06/12	08/12/12	MT-----		3			\$500.00			0.00		
N 2	KSHB	08/03/12	08/07/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MT--F--	:30	2	\$300.00	P-2	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/30/12	08/05/12	----F--		1			\$300.00			0.00		
Week:		08/06/12	08/12/12	M-----		1			\$300.00			0.00		
N 3	KSHB	08/03/12	08/07/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MT--F--	:30	1	\$750.00	FX	0.00 NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		



KSHB-TV

Print Date: 08/02/12

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Contract / Revision **306836** Flight Dates **08/03/12-08/07/12**

Hiatus Dates

Original Date / Revision 08/02/12/ 08/02/12

Order Sep 00:20:00

Advertiser **Schoeller / Republican / Se** Product **8/3 -8/7**

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	KSHB	08/03/12	08/07/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MT--F--	:30	1	\$750.00	FX	0.00 NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 07/30/12		08/05/12	----	F--		1				\$750.00		0.00		
Week: 08/06/12		08/12/12	M-----			1				\$750.00		0.00		
N 4	KSHB	08/03/12	08/07/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MT--F--	:30	1	\$1,100.00	FX	0.00 NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 07/30/12		08/05/12	----	F--		1				\$1,100.00		0.00		
Week: 08/06/12		08/12/12	M-----			1				\$1,100.00		0.00		
N 5	KSHB	08/03/12	08/07/12	M-Su Late News M-Su Late News	CM	10-1035p	M-F/10-1MT--FSS	:30	3	\$1,800.00	P-1	0.00 NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 07/30/12		08/05/12	----	FSS		3				\$1,800.00		0.00		
Week: 08/06/12		08/12/12	M-----			1				\$1,800.00		0.00		
N 6	KSHB	08/03/12	08/07/12	NBC Action News at 6p Sa 6-630p	CM	6-630p	-----S-	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 07/30/12		08/05/12	-----	S-		1				\$600.00		0.00		
Week: 08/06/12		08/12/12	-----			0				\$600.00		0.00		
N 7	KSHB	08/03/12	08/07/12	NBC Action News at 5p NBC Action News at 5p Su	CM	5-530p	-----S	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 07/30/12		08/05/12	-----	S		1				\$600.00		0.00		
Week: 08/06/12		08/12/12	-----			0				\$600.00		0.00		
													Totals	17 \$15,200.00